

Personal Health Record Implementation at Blue Cross & Blue Shield of RI



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Mission and Vision:

- **Mission:** *Non-profit, charitable organization that embraces its corporate social responsibility.*
- **Vision:** *To improve the quality of life of Rhode Islanders by improving their health.*

Core Values:

- Service
- Stability
- Healthy Community

Membership:

- 680,000 members
- 68% of Rhode Island market share

Staff Annually:

- Answer 1.1 million telephone calls from members and providers
- Respond to more than 9,500 written inquiries

In 2003:

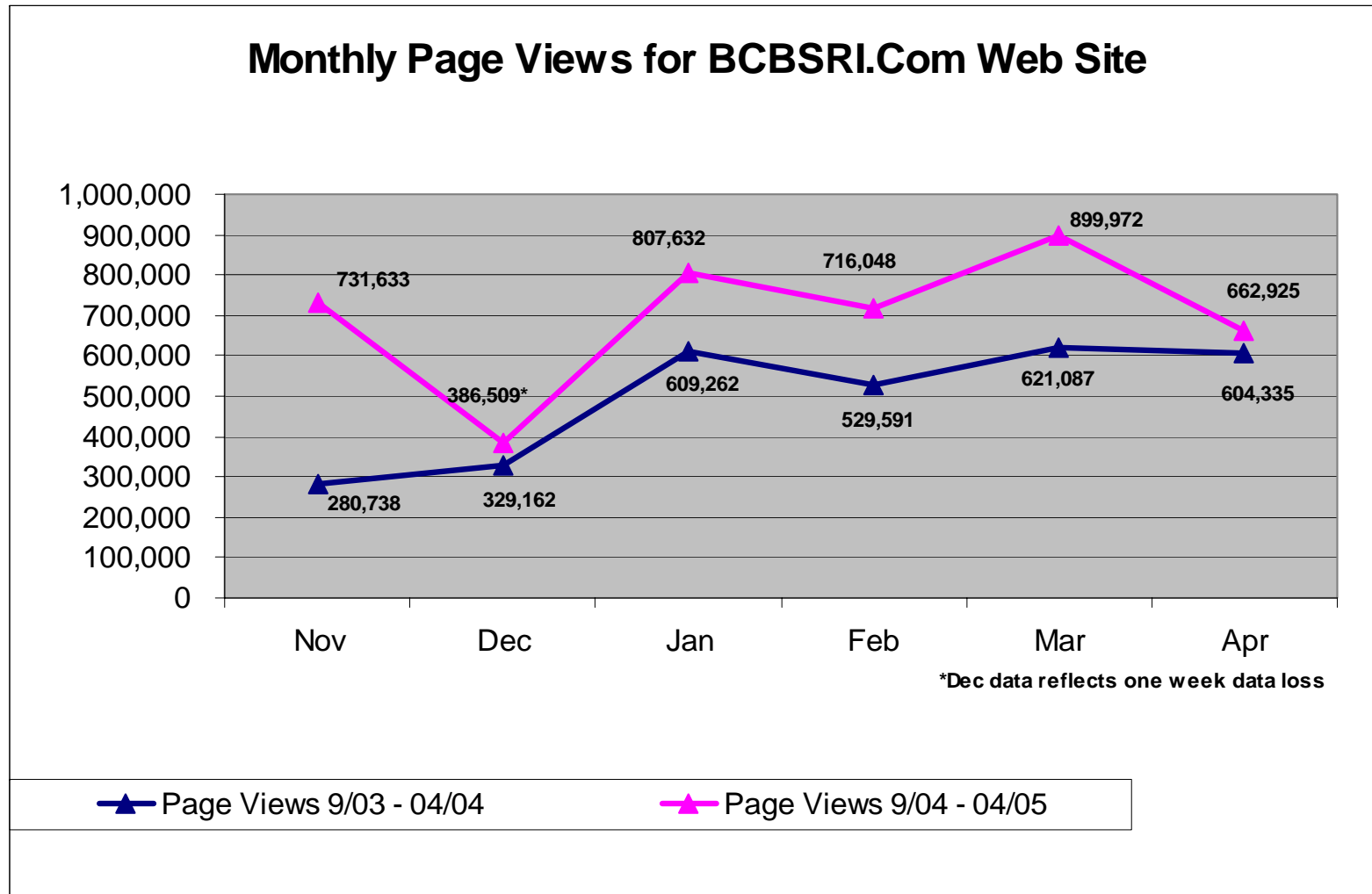
- Processed over \$1.7 billion in claims



- Re-engineered Site Launched on October 15, 2002
- Focus:
 - Health & Wellness
 - Customer Self Service
 - State of the Art Technological Infrastructure
- Member – Centric
 - Customer Self Service Features
 - Provider Search Capabilities
 - Google® Search Engine
 - Mayo Clinic Content
 - Personal Health Record

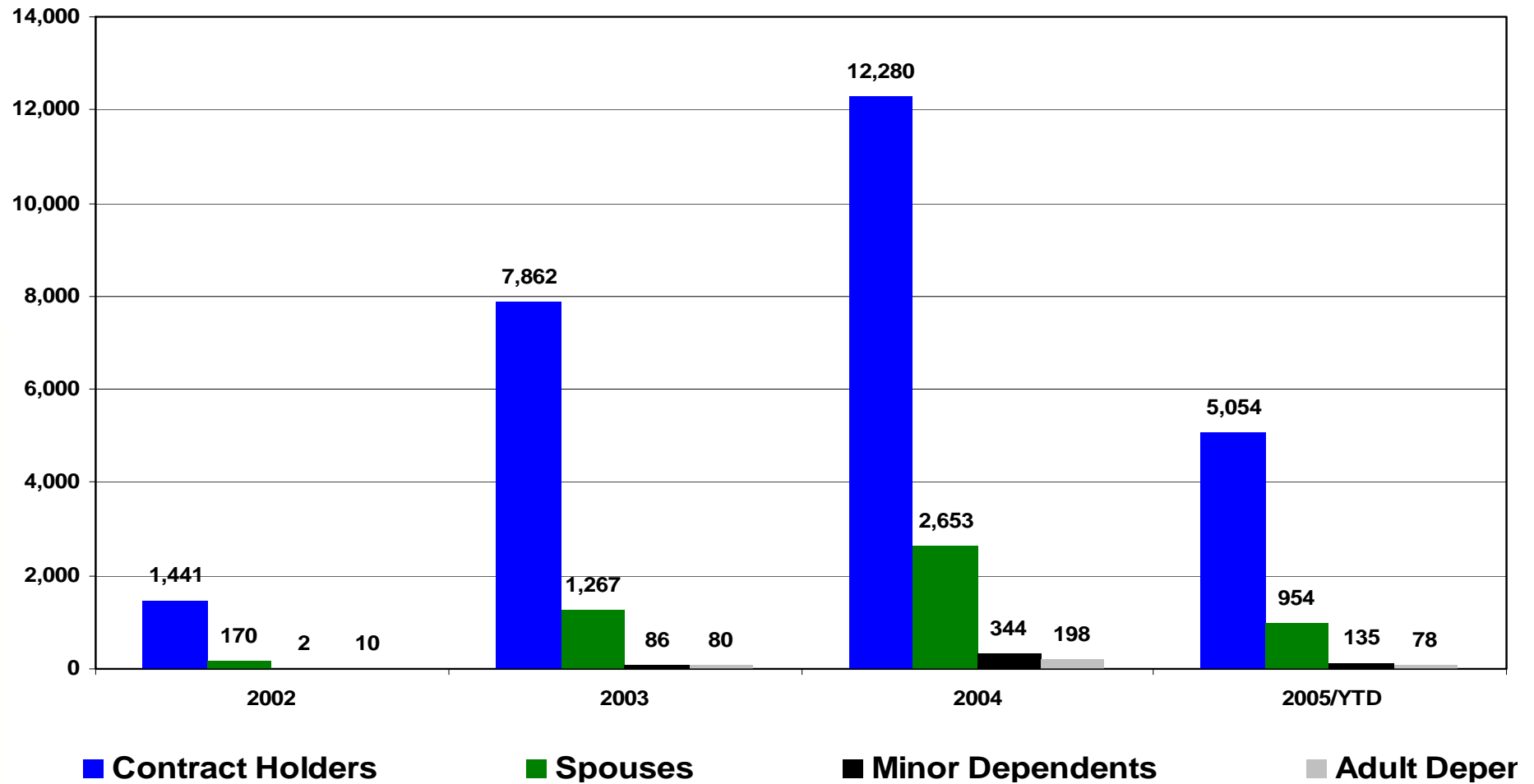


- Site Traffic:



• Member Registration:

New Registered Users from BCBSRI.Com 2002 - 2005



- Personal Health Record

- Goals

- Provide a secure environment for members and their families to store personal health information
 - Easy access in a emergency situation
 - Strengthen relationship between providers, members and BCBSRI

- Selection

- Comprehensive analysis and recommendation of PHRs completed by IBM in 2002
 - Vendor selected: HealthAtoZ



- Evaluation Criteria

- Features and functionality
- Hosting/branding flexibility
- Market sophistication and experience
- Financial stability and solvency
- Technical architecture compatibility
- Security and Privacy
- Business (vision) compatibility
- Price competitiveness
- Navigation and Usability
- Scalability

- Personal Health Record
 - Part of initial implementation
 - Currently utilized by 1,012 members
 - Double layer of encryption
 - Enhanced / customized by HealthAtoZ for BCBSRI
 - Supports Corporate Vision
 - Engages member

The screenshot shows a web form titled "Blue Cross & Blue Shield of Rhode Island - General Health". The form is powered by HealthAtoZ and is created for members of Blue Cross Blue Shield of Rhode Island. It is titled "Personal Health Record" and is currently on "Step 1". The form contains various fields for personal information, including Name (First and Last), DOB (Month, Day, Year), Gender (Male/Female), Relationship, To Insured, Address, City, State, Zip Code, Country, EMail, Phone, Height, Weight, Eye Color, Hair Color, Blood Type, and Pregnant? (Yes/No). Fields marked with an asterisk (*) are required. A "Save and Proceed to Step 2" button is at the bottom right.

- Benefit to Members/Consumers
 - “electronic shoebox”
 - Personal information (including emergency contact information)
 - Family medical history
 - Immunization history and planner
 - Allergies to food and drugs
 - History of personal illnesses, past procedures, or hospitalizations
 - Medications and or supplements
 - Contact information for other healthcare practitioners/clinics, etc.
 - Insurance Information
 - Advance directives
 - Drug Intervention database
 - Share with provider
 - Integration with Disease/Condition Trackers

- Disease/Condition Trackers
 - Create / Maintain Health Improvement Plan
 - Fitness
 - Diabetes
 - Cardiac Care
 - Pregnancy
 - Asthma


Blue Cross & Blue Shield of Rhode Island - General Health

Powered By **healthAt@Z** Created for Members of **Blue Cross Blue Shield of Rhode Island**

Welcome Douglas
You are viewing : Self View family member : Add a new family member

[Edit My Profile](#)
[Personal Health Record](#)
[Fitness Tracker](#)
 → Why a Fitness Tracker?
 → Using Your Fitness Tracker
 → Starting a Fitness Program
 → Power Up
 → Fitness Assessment
 → Fitness FAQs
 → Form and Fitness
 → My Logs
[Asthma Tracker](#)
[Pregnancy Tracker](#)
[Diabetes Tracker](#)
[Cardiac Care Tracker](#)
[Cardiac Rehab Tracker](#)
[End session and return to BCBSRI Member homepage](#)

Douglas' Fitness Tracker



April 2005						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

[Start Tracking My Health](#)

Why a Fitness Tracker?
Learn how your tracker can help you stay active and healthy.

Using Your Fitness Tracker
Some tips that will help you get the most from using your Fitness Tracker.

Starting a Fitness Program
Aside from getting your doctor's ok, start slowly.

Power Up!
Learn why strength training is as important as cardio in a complete fitness program.

Fitness Assessment
Take this quick and easy assessment to find out how fit you really are.

Fitness FAQs
Check out what our personal trainer has to say about many common fitness questions.

Form and Fitness
Use our demos to learn the proper form for many exercises.

Sources:

- Benefit to Providers
 - Reduces paperwork
 - Comprehensive, secure source of self-disclosed patient data
 - Family medical history
 - Allergies
 - Contact information
 - Insurance information
 - Emergency Department

Blue Cross & Blue Shield of Rhode Island - General Health

Powered By **healthAt2** Created for Members of Blue Cross Blue Shield of Rhode Island

Welcome

Personal Health Record

→ Step 1
→ Step 2
→ Step 3
→ Step 4
→ Step 5
→ Summary

My Trackers

End session and return to BCBSRI Member homepage

Conditions

Enter your conditions, hospitalizations, and surgeries from the lists provided. Select more than one by holding down the control key while you click an item. When you're done, click "Save & Proceed to Step 4."

Type Condition:

Addison's Disease
ADHD
AIDS/HIV
Alcohol Abuse

Enter Other:

Type Surgery:

Appendix
Arthroscopic (any joint)
Back (any)
Biopsy (any)

Enter Other:

Hospitalized:

Addison's Disease
ADHD
AIDS/HIV
Alcohol Abuse

Enter Other:

Save and Proceed to Step 4

- Enhancement/Customization
 - Provider access to PHR
 - Member consent
 - View only

The screenshot shows the Blue Cross Blue Shield of Rhode Island member portal. The header includes the logo, navigation links (Home, Sign Out, Provider Finder, Customer Service, en Español), a search bar, and a secondary navigation menu (About BCBSRI, In the Community, Plans & Services, Health & Wellness, Members, Employers, Providers, Brokers). The main content area is titled 'Manage Access to Your Personal Health Record' and shows a list of current providers with access. A sidebar on the left contains various service links for the member Douglas Fonseca.

Manage Access to Your Personal Health Record

Current providers with access

You have granted access to your Personal Health Record to the following providers. You may add as many providers as you wish within the Blue Cross & Blue Shield of Rhode Island network.

Please contact [Customer Service](#) with any questions or comments.

Provider Name	Gender	Specialty	Location
Mark Braun	M	Internal Medicine	Cranston, RI

[Cancel Access](#) [Search for Provider](#) [Printer-Friendly Version](#)

H4152 2005-44 3/21/05

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- Enhancement/Customization
 - Integration with Drug Claim History

Blue Cross & Blue Shield of Rhode Island - General Health

Powered By **healthAtoZ** Created for Members of **Blue Cross Blue Shield of Rhode Island**

Welcome
You are viewing : Self View family member : [Add a new family member](#)

Medications

Select your prescription medication from the list below:

[Prozac](#)
[Prozac Weekly](#)

If your medicine/vitamin/supplement does not appear on the list, enter the first letter in the box again and click "Find".

[View my BCBSRI prescription history](#)

Note: History will appear in the Policy Self-Service area of www.BCBSRI.com

Or Click [here](#) to add your own medication. Please note that you **cannot check for interactions** for medications not found in the list.

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- Enhancement/Customization
 - Integration with Drug Claim History (continued)

The screenshot displays the 'Prescription Claims History' page on the BCBSRI website. The page includes a navigation bar with links like Home, Sign Out, Provider Finder, Customer Service, and Español. A sidebar on the left contains links for Member Home, View Benefits, Claim Center (with sub-links for Medical Claim History and Prescription Claim History), Pharmacy, BluePerks, Interactive Health Solutions, Secure Messaging, Member Self-Service, and Update Web Account.

The main content area features a 'Prescription Claims History' heading with a 'Printer-Friendly Version' link. Below this, a summary box titled 'How Much Is My Prescription Drug Benefit Worth?' shows:

- Total Average Wholesale Price: \$448.38
- Copayments You Made: \$37.00
- Your Total Benefit Savings: \$411.38**

To the right, a 'Featured Generic' box promotes Zantac, noting that its generic equivalent, Ranitidine, is available and could save up to 70%.

Below these, a table displays the '6 Month History' of prescription claims. The table has columns for Drug Name, Rx #, Date Filled, Avg. Wholesale Price, Copay Amount, and Your Benefit Savings.

Drug Name	Rx #	Date Filled	Avg. Wholesale Price	Copay Amount	Your Benefit Savings
HYDROCO/APAP TAB 5-500MG	0284334	11/22/2004	5.91	5.00	\$0.91
LORAZEPAM TAB 1MG	0686813	11/21/2004	101.18	5.00	\$96.18
TRAMADOL HCL TAB 50MG	0683799	11/20/2004	100.50	5.00	\$95.50
MIRCETTE TAB 28	0134163	11/07/2004	39.11	12.00	\$27.11
LORAZEPAM TAB 1MG	0683798	10/27/2004	101.18	5.00	\$96.18
TRAMADOL HCL TAB 50MG	0683799	10/27/2004	100.50	5.00	\$95.50

A disclaimer at the bottom explains that the Average Wholesale Price is for informational purposes only and does not represent the actual copayment. It also provides links to Consumer Disclosures, Privacy Statement, Terms & Conditions, and Web Site Help.

- Evolution Into A Personal Health Management System
 - PHR as a Health Care Coordination Interface
 - Collects data from across the health care continuum
 - Presents a comprehensive history and detailed “snapshot” of current health activities
 - Facilitates decision support for Consumer Directed Health Care
 - Communication Tool between Provider & Patient
 - Secure Messaging
 - Integration with Physician EMRs
 - Interface For Chronic Condition Management
 - Connects multiple stakeholders such as Disease Management, Labs and Claims Data

